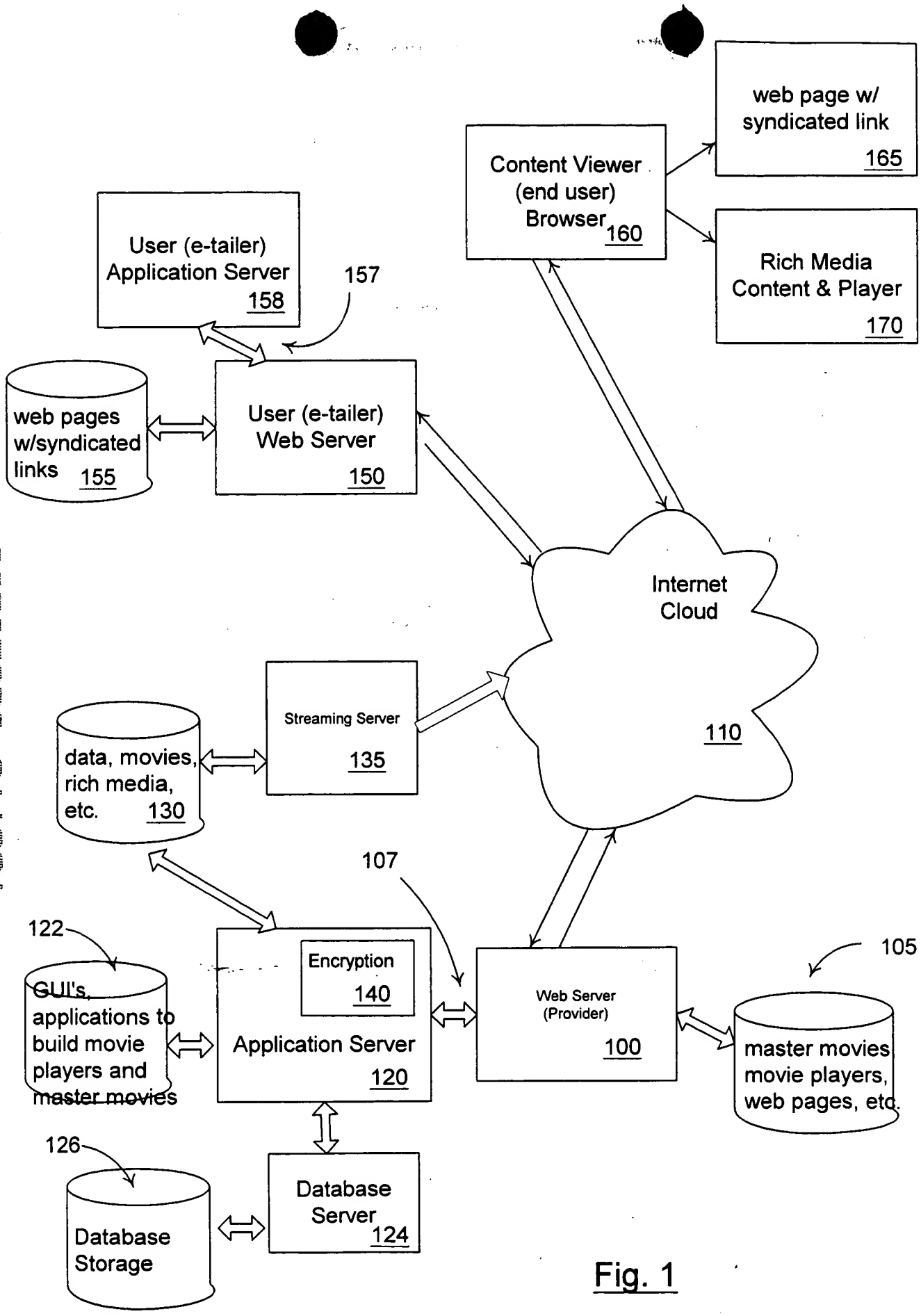

web page w/ syndicated link
165
Content Viewer (end user) Browser
160
Rich Media Content & Player
170
User (e-tailer) Application Server
158
157
web pages w/syndicated links
155
User (e-tailer) Web Server
150
Internet Cloud
110
Streaming Server
135
data, movies, rich media, etc.
130
107
122
Encryption
140
GUI's, applications to build movie players and master movies
Application Server
120
Web Server (Provider)
100
105
master movies movie players, web pages, etc.
126
Database Server
124
Database Storage

Fig. 1

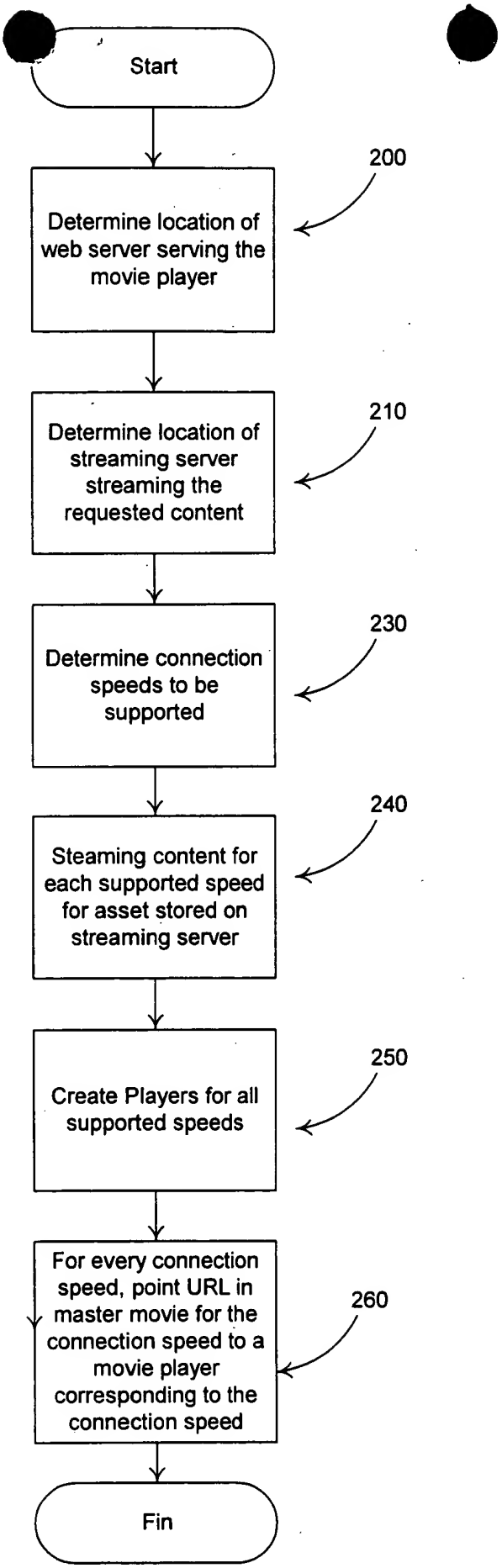

Start
200
Determine location of web server serving the movie player
210
Determine location of streaming server streaming the requested content
230
Determine connection speeds to be supported
240
Steaming content for each supported speed for asset stored on streaming server
250
Create Players for all supported speeds
260
For every connection speed, point URL in master movie for the connection speed to a movie player corresponding to the connection speed
Fin

Fig. 2

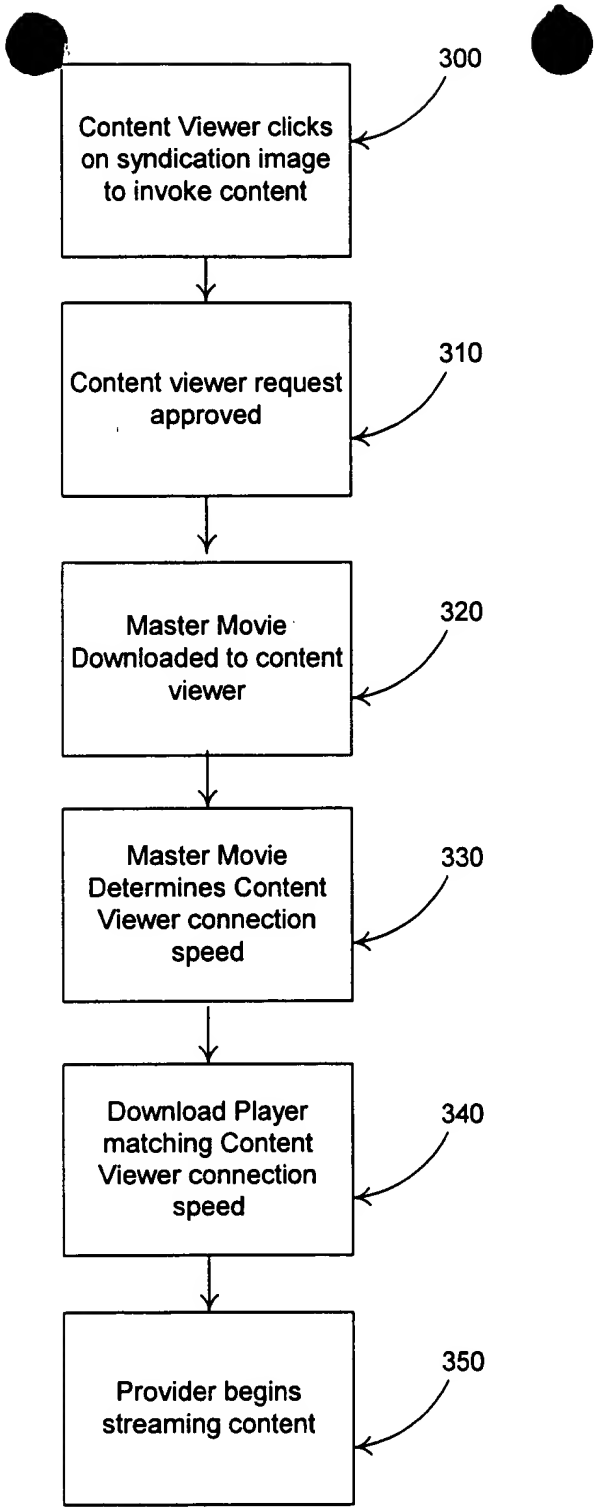

300
Content Viewer clicks on syndication image to invoke content
310
Content viewer request approved
320
Master Movie Downloaded to content viewer
330
Master Movie Determines Content Viewer connection speed
340
Download Player matching Content Viewer connection speed
350
Provider begins streaming content

Fig. 3

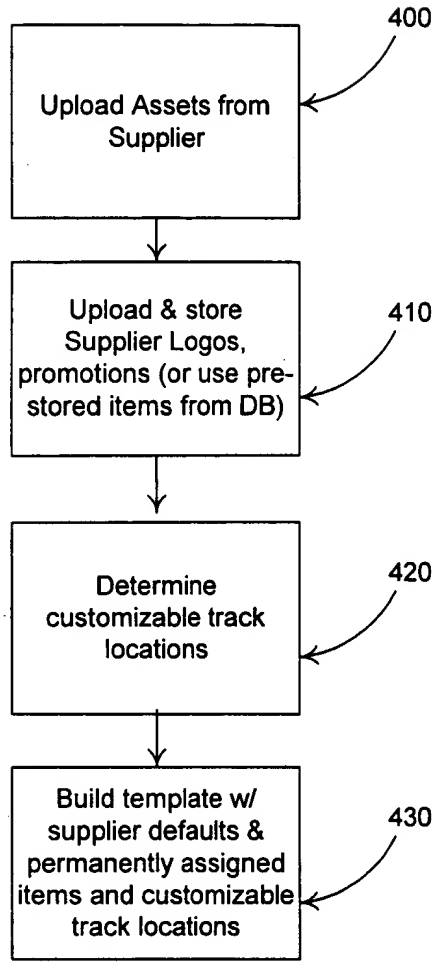

400
Upload Assets from Supplier
Upload & store Supplier Logos, promotions (or use pre-stored items from DB)
410
Determine customizable track locations
420
Build template w/ supplier defaults & permanently assigned items and customizable track locations
430

Fig. 4

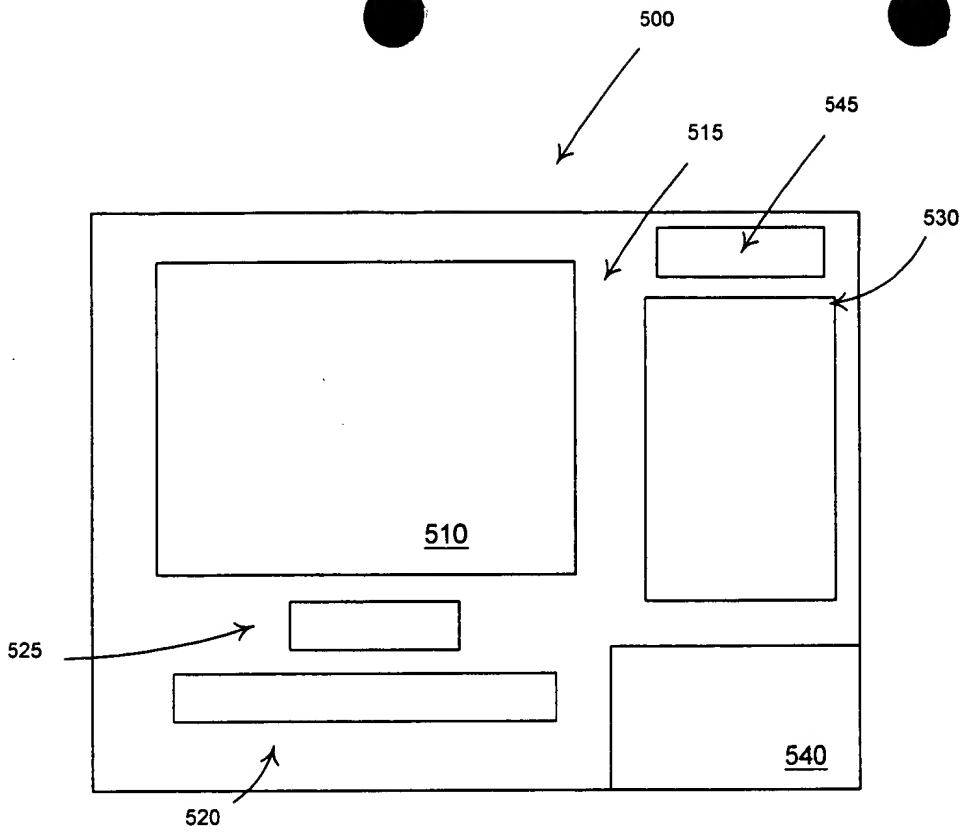


Fig. 5A

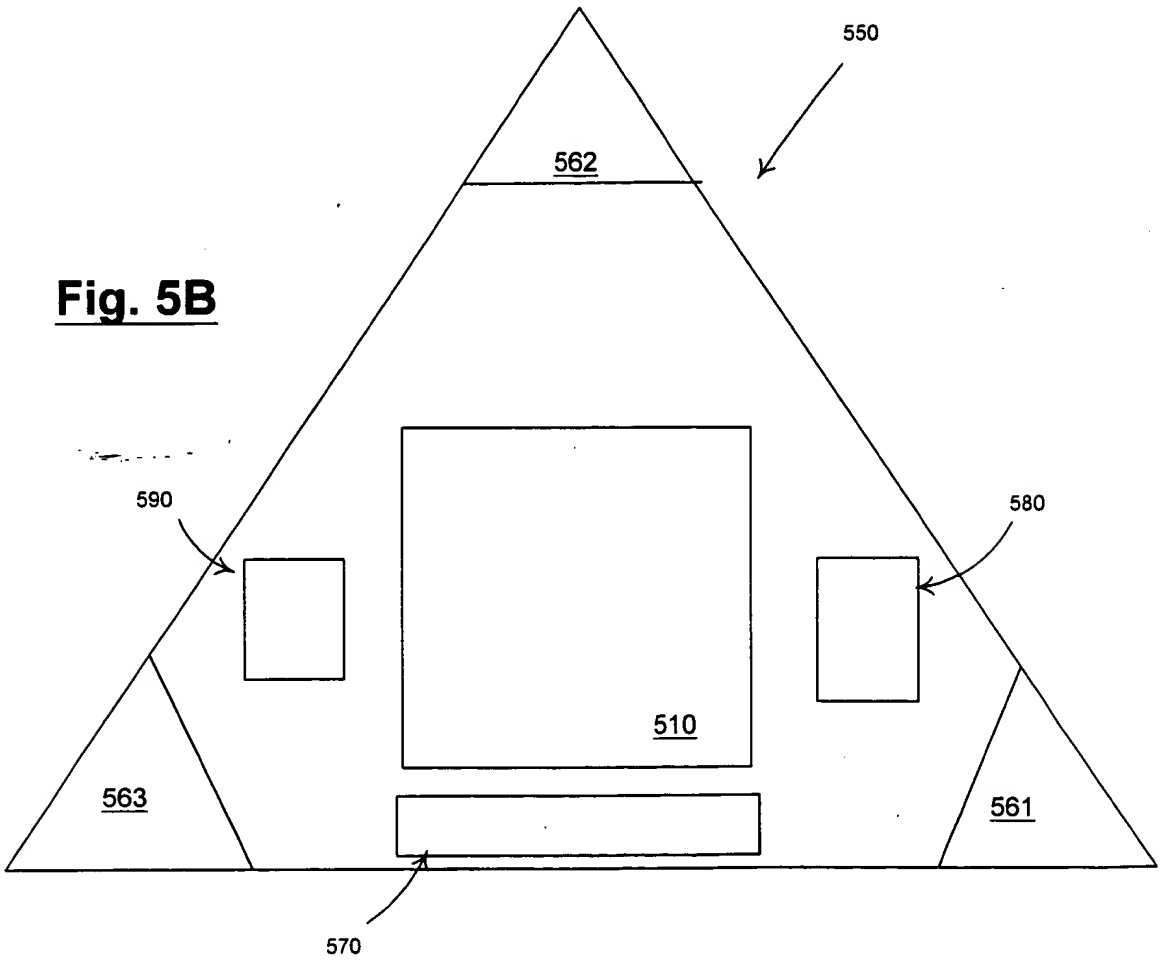
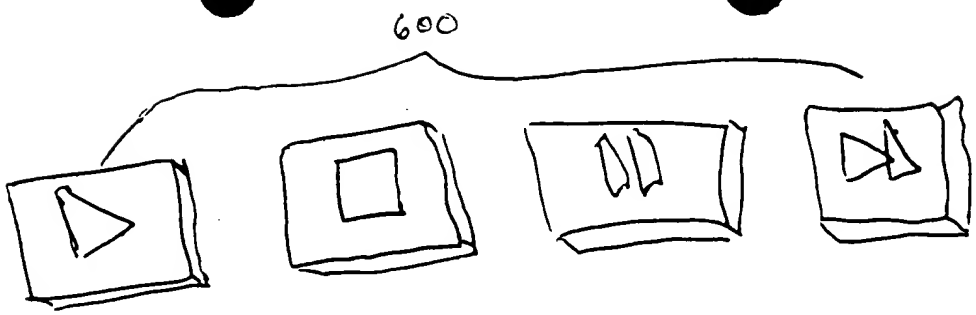


Fig. 5B



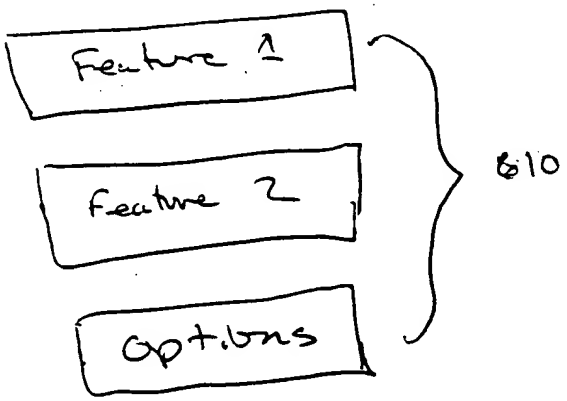


FIG. 6

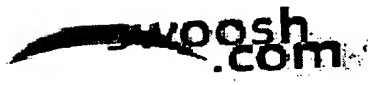
620

621 – user
622 – user prod
623

FUJI FILM

Canon

622



622

630

ZR10

623

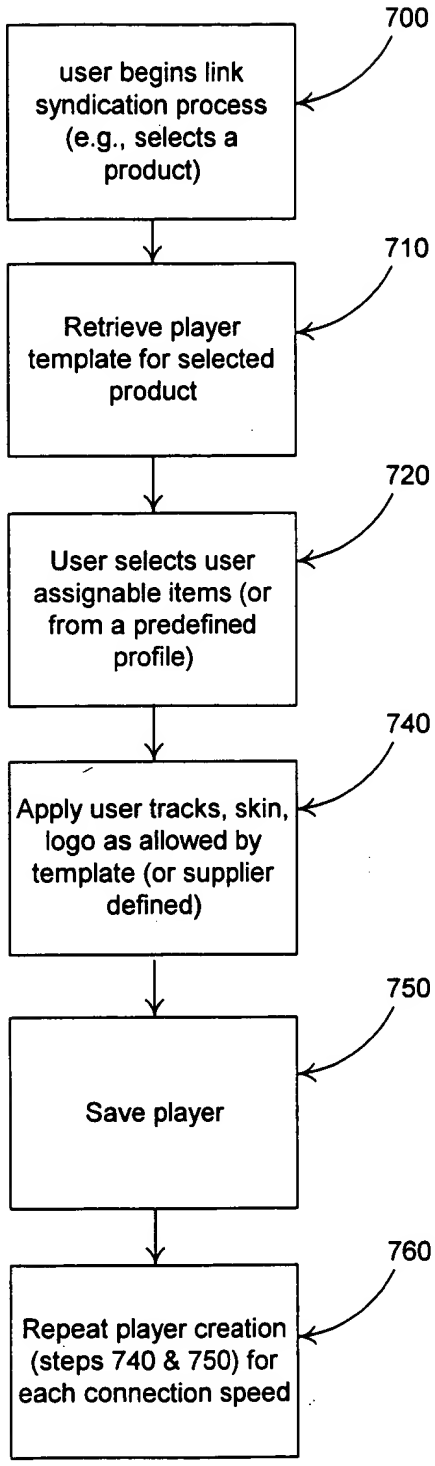

700
user begins link syndication process (e.g., selects a product)
710
Retrieve player template for selected product
720
User selects user assignable items (or from a predefined profile)
740
Apply user tracks, skin, logo as allowed by template (or supplier defined)
750
Save player
760
Repeat player creation (steps 740 & 750) for each connection speed

Fig. 7

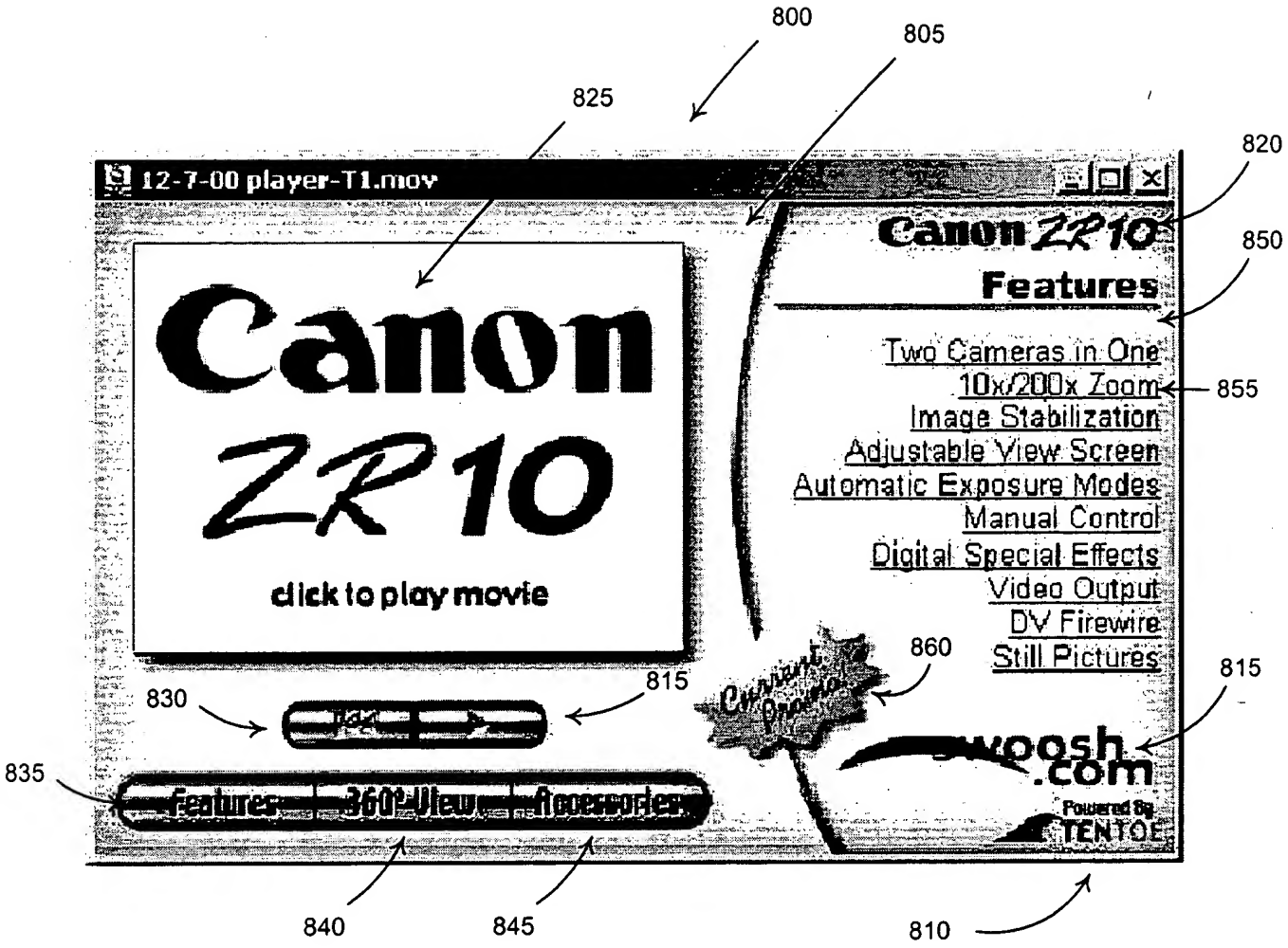

800
805
825
820
12-7-00 player-T1.mov
Canon ZR10
Canon
ZR10
click to play movie
Features
850
Two Cameras in One
10x/200x Zoom
855
Image Stabilization
Adjustable View Screen
Automatic Exposure Modes
Manual Control
Digital Special Effects
Video Output
DV Firewire
Still Pictures
860
815
830
815
835
Features
360° View
Accessories
woosh.com
Powered by TENTOE
840
845
810

Fig. 8A

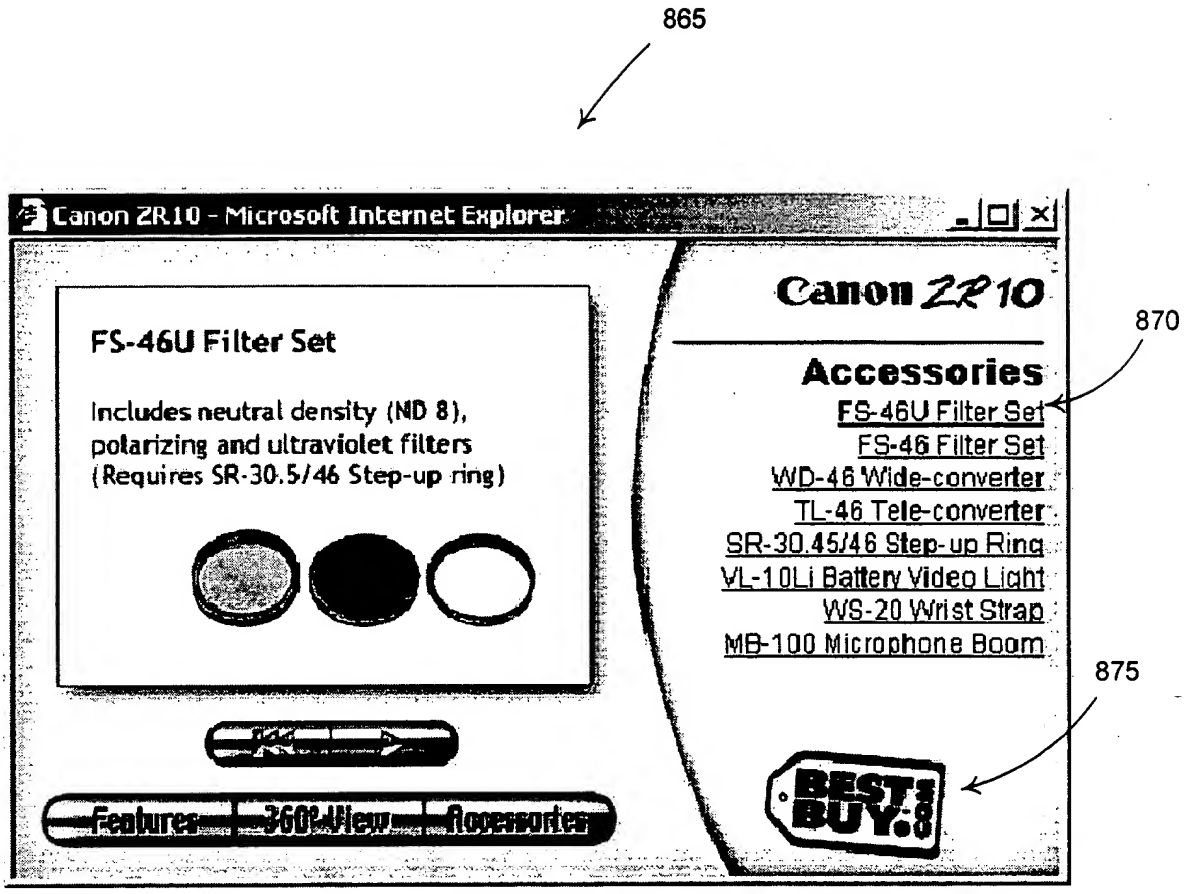

865
Canon ZR10 - Microsoft Internet Explorer
FS-46U Filter Set
Includes neutral density (ND 8), polarizing and ultraviolet filters (Requires SR-30.5/46 Step-up ring)
Features
360° View
Accessories
Canon ZR10
870
Accessories
FS-46U Filter Set
FS-46 Filter Set
WD-46 Wide-converter
TL-46 Tele-converter
SR-30.45/46 Step-up Ring
VL-10Li Battery Video Light
WS-20 Wrist Strap
MB-100 Microphone Boom
875
BEST BUY.com

Fig. 8B

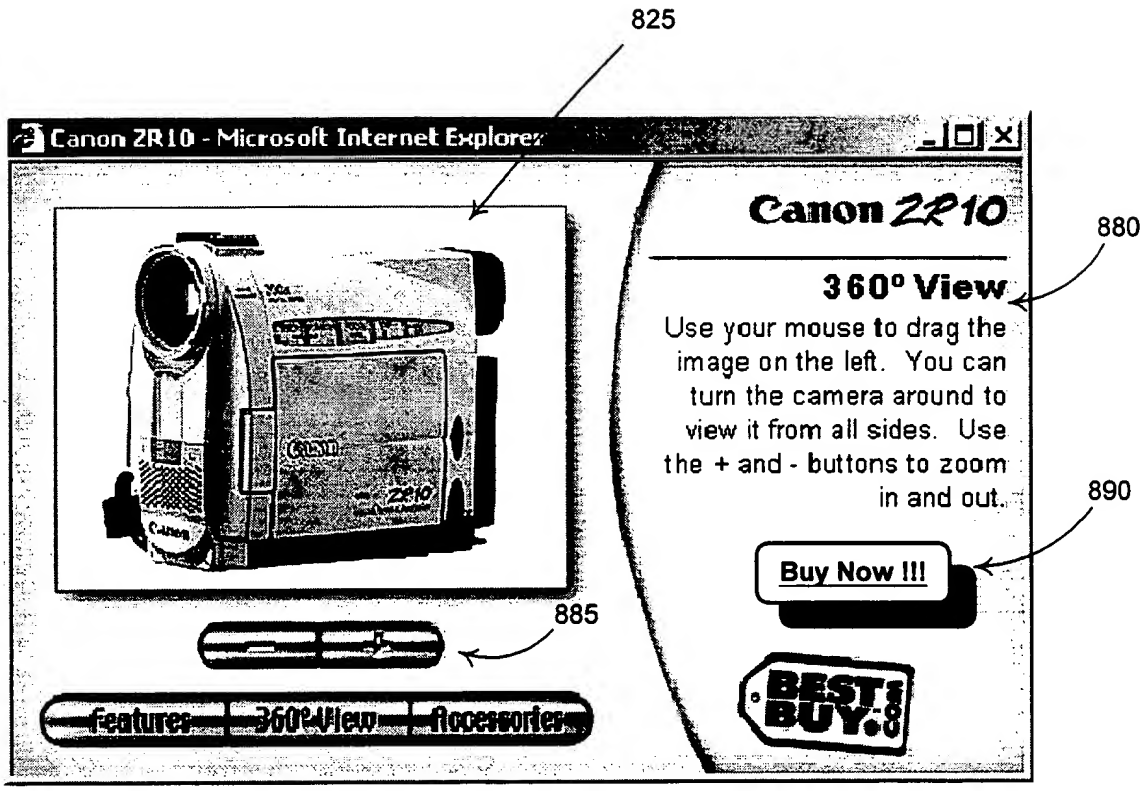
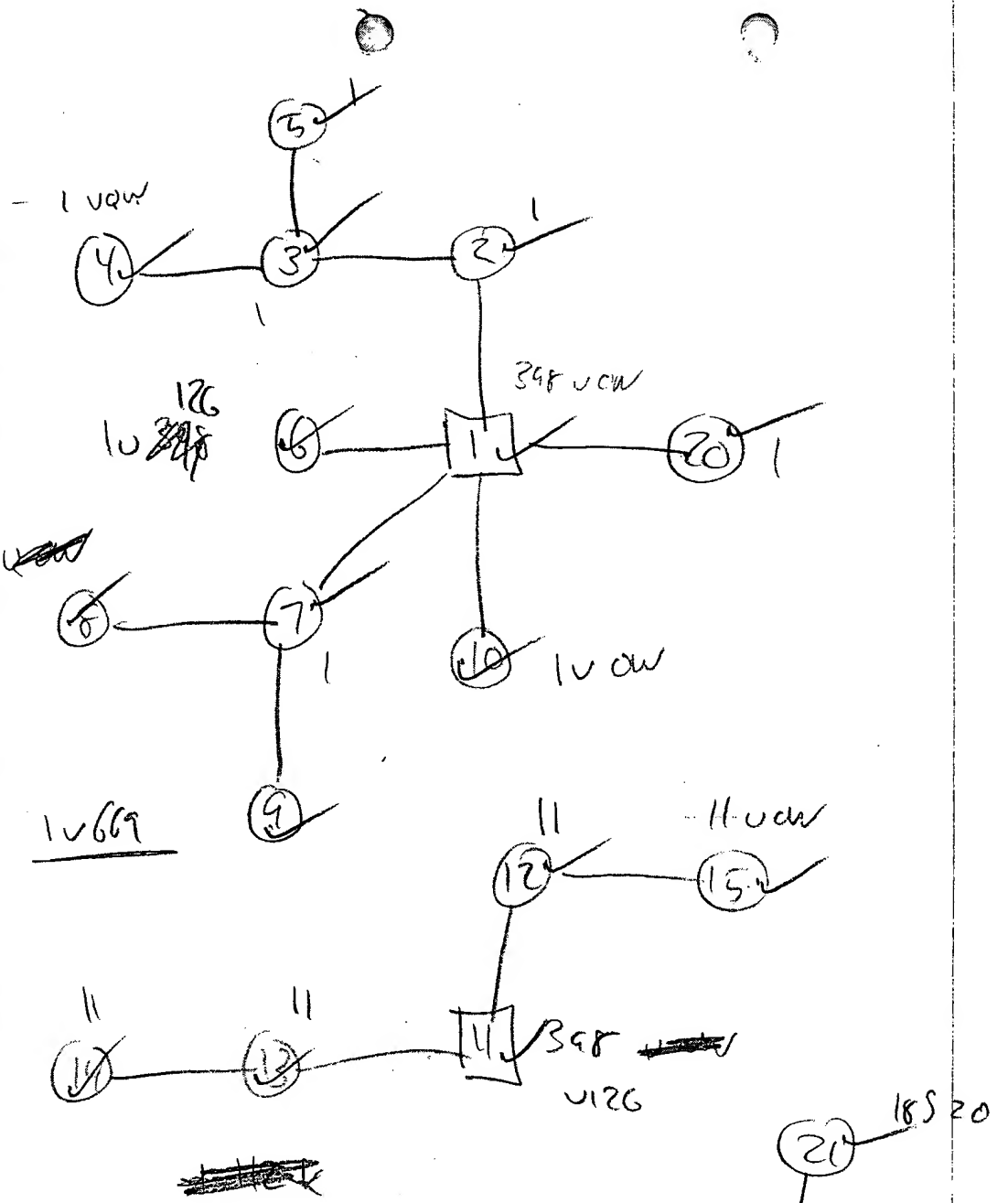

825
Canon ZR10 - Microsoft Internet Explorer
Canon ZR10
880
360° View
Use your mouse to drag the image on the left. You can turn the camera around to view it from all sides. Use the + and - buttons to zoom in and out.
890
Buy Now !!!
885
Features
360° View
Accessories
BEST BUY.com

Fig. 8C


5
1
1 UCW
4
3
2
1
1
126
1 U
6
1
20
1
1 U CW
6
7
10
1 U CW
1
9
1 U 69
11
11 U CW
12
15
11
11
14
U 126
16
126
1 U
18
1 U
126
21
18 S 20
17
126
1 U
19
126
6
11-18-21
19

Update copending data

~~Figure 6 has two 622 and~~
~~623~~
Fig 8A has two 855
Play button and logo ✓

Movie Media Video

725/32, 36, 37, 40 - 44, 51, 54-55, 109, 112
114-16 345/716, 719-722, 730, 749,
760, 762
(detect determine) (Update Rate bandwidth)
Speed

Player Applet Plugin

produce Media Player on Fly (start plugin)
template (skin)
playlist (track locations) ⇔ logos, etc.
determine connection speed
saving the player for when needed

promotional track + other data + link

activation parameter / start + stopping player

time interval rebuilding

Parse on host w/ speed info

by button (O.W.)